PIFCO
Electric
Massager

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# Vibro Massage

THE PIFCO Electric Massager is designed on advanced scientific principles, for applying vibratory massage to suitable parts of the body in order to improve the circulation of the blood and generally to stimulate the system.

Many common ailments are the outcome of poor circulation, inefficient functioning of certain glands, fatty accumulations in the tissues, and the failure of Nature's processes for the normal elimination of waste material. By promoting healthy circulation in the blood-stream, vibratory massage with the PIFCO Massager helps to disperse fatty accumulations and stimulates circulation. The resultant effect is not only alleviation of pain caused by many common ailments, such as rheumatism, lumbago, sciatica, indigestion, constipation, etc., but the skin is freed from impurities and is invested with radiant health. This is Nature's prescription for beauty, for undoubtedly a healthy, fine and velvety

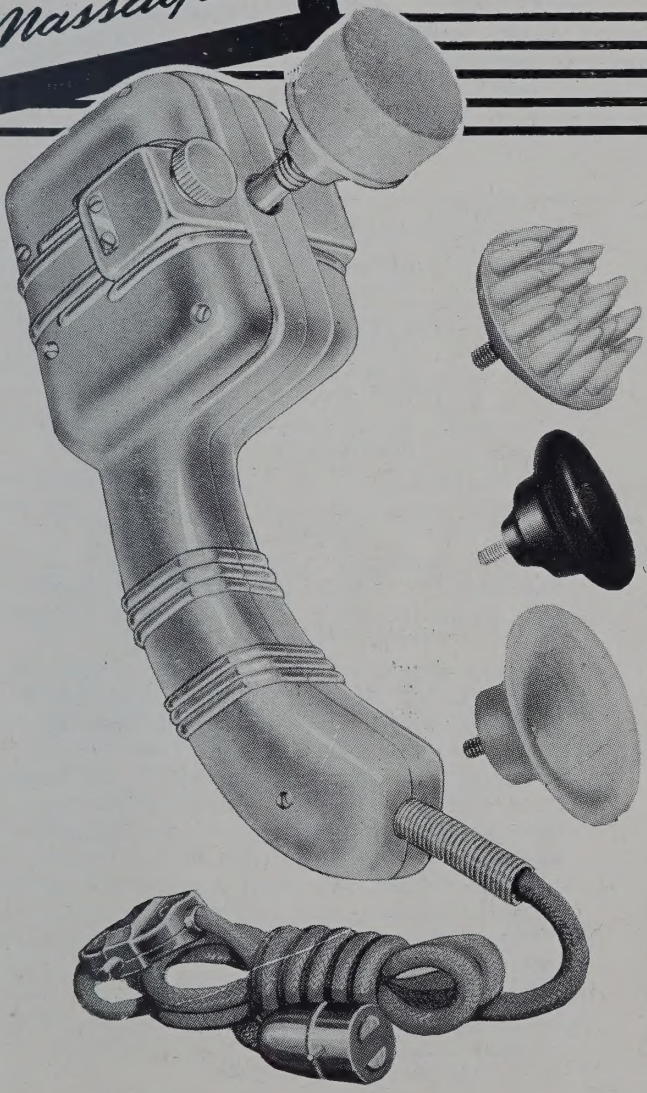
skin is a more efficacious and lasting adjunct to beauty than the application of cosmetics.

Perhaps the greatest benefit of the PIFCO Massager is that it enables the person of moderate means to carry out in the convenience and privacy of the home, and in one's own time, the expensive treatments which are practised by masseurs and in beauty salons, and which methods have the approval of competent medical advisers.

Vibratory massage with the PIFCO Electric Massager is perfectly safe as well as being pleasant and invigorating. It should be remembered that no electricity whatever reaches the body, the electric current being used solely for the purpose of actuating the Massager. The vibrations are transmitted to the body by means of rubber applicators which, as is universally known, are perfect insulators and do not allow the passage of electricity.

Because massage is in itself not a "cure-all" for every ailment, but is merely an effective aid to Nature's methods, sensational over-night cures are not to be expected. Best results will be achieved by the exercise of patience, by applying the massage gently, and by refraining from long treatments and avoiding fatigue.

# PIFCO Electric *Massager*



# Directions

The PIFCO Electric Massager is supplied with four interchangeable applicators, as follows:—

1. Sponge rubber applicator for gentle massage and for face treatment.
2. Flat rubber applicator for treatment of bust, neck and eyes.
3. Spiked rubber applicator for scalp massage.
4. Hard applicator for massage of body and muscles.

The Massage should be varied in strength according to the sensibility of the user and the type and position of the treatment.

A small adjustable screw on the face of the Massager can be turned to the right or the left to regulate the frequency and force of the vibrations to meet individual requirements.

Massage should not be applied for such long periods as will result in fatigue. The treatment should be enjoyable and mildly invigorating, but do not continue until tiredness is experienced.

Where it is desired to alleviate pain, daily treatment may be used, but where the Massager is used for beauty treatment or for reducing or development, every other day may suffice.

In ordinary cases, treatment from five to ten minutes daily is sufficient, and this may be increased to fifteen minutes after a few days. For bust development or reducing, the time may be still further extended, but only if this is unattended by fatigue.

In the interests of Hygiene the Applicators should be washed occasionally in warm soapy water. No other maintenance is necessary.

# Face Massage

First thoroughly cleanse the face by washing with hot water and pure soap, or by applying hot towels. Dry gently and then cover the face with cold cream. Now massage gently and slowly, using the flat rubber applicator or the soft sponge applicator. For complete facial treatment, proceed in the following order:—

(*a*) Commence at centre of forehead and work with a circular movement towards the temples, always working from the centre outwards and never right across from side to side.

(*b*) Apply the Massager upwards from the cheeks towards the ears.

(*c*) Massage from the cheeks towards the centre of the face.

(*d*) Work *down* each side of the nose, commencing at the bridge.

(*e*) Treat the mouth and chin with a circular motion, working outwards from the centre of the face.

(*f*) Massage the neck and throat with a little firmer treatment, working upwards.

For removing lines, wrinkles, etc., cover more liberally with cream, and use the flat rubber applicator with a circular movement.

Cleanse the face with luke-warm water, dry gently, and finish off with talcum powder, if desired.

For removing excessive flesh such as double chin, heavy application with the flat rubber applicator will be found most effective. Stroke firmly from the chin downwards, using plenty of cream.

# Scalp Massage

Attach the spiked rubber applicator to the Massager and apply it backwards and forwards over the whole scalp. Vigorous treatment may be used if desired, and alarm should not be felt if, in the early stages of treatment, hair is observed to come out. Unhealthy or "dead" hairs must necessarily fall, and friction of any kind will accelerate their removal.

The effect of the vibratory massage is to loosen the scalp, improve the circulation and so render more healthy the follicles in which the hair roots grow, and from which they derive their nourishment.

The PIFCO Massager, used daily, will remove dandruff, keep the scalp clean, well nourished and stimulated by improved circulation, and so promote a healthy growth and delay greyness.

Total baldness, however, is an incurable condition, because no growth can be recommenced once the roots are lifeless or absent from the follicles.

For the development of a beautiful, rounded and healthy bust, use the flat rubber applicator and massage very lightly and with a circular motion. Work from the neck downwards on each side, and then gently under the breast, from one armpit to another, pressing lightly upwards. Commence by applying the treatment for five to ten minutes daily and gradually increase to as much as thirty minutes daily if this can be done without fatigue. A massage cream should be used, and a greasy cream will be found helpful.

Remember that a beautiful bust is Nature's gift to woman, and proper development is dependent on the correct functioning (as designed by Nature) of the tiny glands beneath the skin. The PIFCO Massager helps these glands and renders them fit for their duty of obtaining adequate nourishment from the blood stream.

## *Bust Reducing*

For reducing, use the hard applicator. Apply the Massager firmly, but with sufficient moderation to avoid any feeling of discomfort.

# Superfluous Flesh

For the removal of superfluous flesh, the PIFCO Massager will be found remarkably effective if used *vigorously* in conjunction with suitable diet and baths.

Exercise is a necessary part of the treatment, and this can be taken pleasantly in the form of daily walks. Dieting should only be indulged in under proper medical advice, for violent dieting is not only unwise and unnecessary, but can be harmful. For quick results, avoid fatty and starchy foods, and refrain from taking alcoholic beverages.

Use the hard applicator daily, with firmness and vigour over the whole body, and concentrate specially on fleshy parts, such as hips, stomach, arms, legs and any place where fatty accumulation is in evidence. Apply the Massager with a circular motion, working always in one direction (not backward and forward) and working towards the heart, not away from it.

# Alleviation of Common Ailments

The following instructions, in conjunction with the charts on pages 14 and 15, will be found useful in the treatment of various common ailments. The use of the PIFCO Massager as instructed, will materially assist in the alleviation of pain, but more serious and complicated ailments should be referred to a doctor for advice or treatment.

**GENERAL TONIC** Use the hard applicator and apply it outside light clothing twice a day, working on the spine from 24 to 33.

**HEADACHE** Apply the flat rubber applicator at 12, 26, 24 and 1.

**INDIGESTION** Massage with the flat rubber applicator on 9, 12 and 26.

**INSOMNIA** Massage the feet (21), then work from 10 to 11, 29 to

30, and then on the chin. Finally, massage from 24 to 25. Use the flat rubber applicator.

**LOSS OF VOICE** Use the soft rubber applicator and massage from 2 to 3. Then apply the flat rubber applicator from 24 to 35 and from 10 to 11.

**LUMBAGO** Massage with the hard applicator from 29 to 32 and from 30 to 32.

**NEURALGIA** Use the soft rubber applicator and apply to painful area.

**NEURASTHENIA** Massage twice a day with the flat rubber applicator down the spine from 24 to 33, and all over the abdomen, particularly from 10 to 11. Deep breathing during massage will be of assistance.

**OBESITY** Use the hard applicator and massage from 11 to 10 and between these points to 12. (See notes on "superfluous flesh" on page 10).

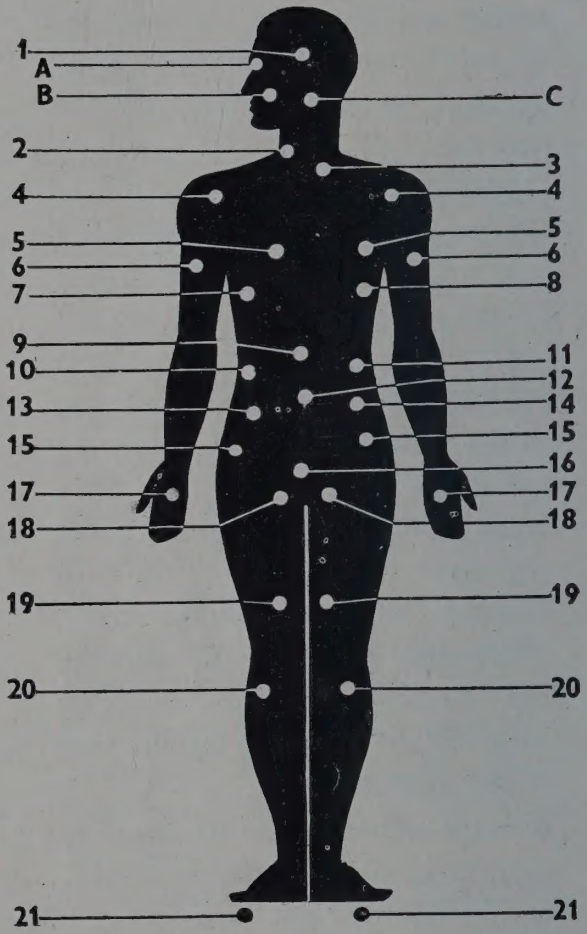
**RHEUMATISM** Use soft or flat rubber applicator on the flesh, or hard applicator through the clothing. Massage on the affected parts and then on 10, 11, 29 and 30.

**SCIATICA** Massage on the affected parts with the flat rubber or hard applicator, also on 32, 35 and 21 and along 34.

**STIFF JOINTS AND MUSCLES** Massage on the affected parts vigorously for two minutes and repeat the treatment two or three times daily. Use the flat rubber applicator on the flesh, or the hard applicator through clothing.

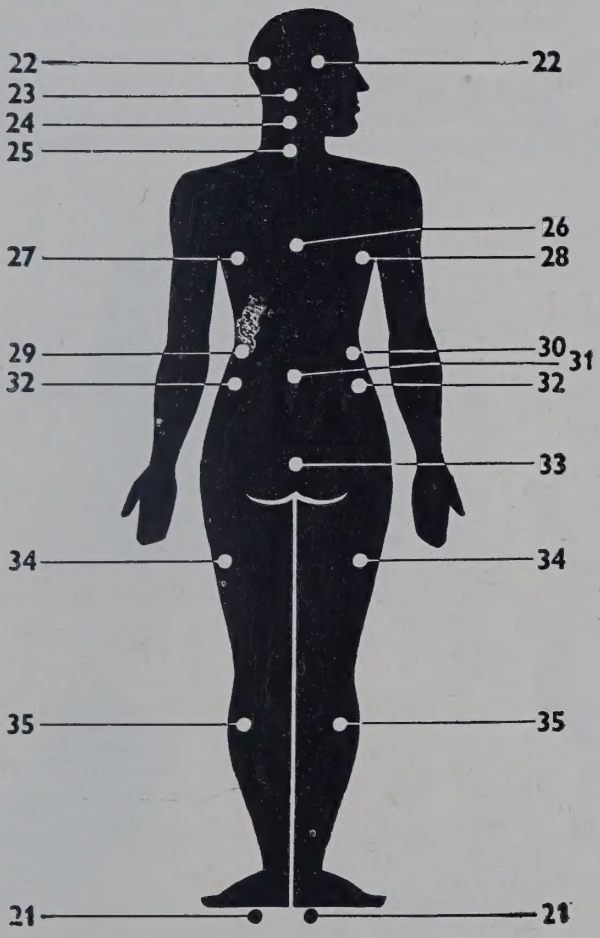
**WRINKLES** Massage with the soft rubber applicator, working crosswise and not along the direction of the wrinkles.

Massage will be found beneficial in many other ailments, such as WEAK ANKLES, SPRAINS, STIFF NECK, TIRED or ACHING FEET, CONSTIPATION, etc. etc. In such cases, the flat rubber applicator should be used on the affected parts.




**INSTRUCTION CHART**

for using the PIFCO MASSAGER




**INSTRUCTION CHART**

for us ng the PIFCO MASSAGER

# PIFCO Electric Heat Massager

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Combines the soothing powers of Electric heat with stimulating massage. For colds, stiff neck, toothache, neuralgia, rheumatism, sciatica, aching wrists, ankles, etc. Modern design of extreme simplicity in black and ivory plastic.

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For AC/DC 200/250 volts, also available for 100, 110 and 120 volts.

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Electric Infra-Red

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Designed on scientific lines the Pifco Electric Infra Red Radiant Heat Lamp is ideal for use in the home. Fitted with a large parabolic reflector revolving to any desired angle.

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For AC/DC 200/250 volts,
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